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Marketing services of the Kazan federal university in chemical education

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Abstract

Today, the education is increasingly spoken about and written about as a service sector. In this regard, the educational institution is treated as an enterprise providing educational services. Each institution tries to take a significant place in the market. Therefore, there is a need to develop an effective marketing strategy. Marketing in the field of education is aimed at strengthening the relations between the consumer and the university. First of all, it is interested in ensuring that the university has a good reputation and long-term relationship with the consumer. The specific measures in this direction include the improvement of the quality of services for the most complete satisfaction of students' needs and the active competition between educational institutions. In this connection, we studied the education market in the Republic of Tatarstan and the situational situation in the market of the educational institution "Butlerov Chemical Institute".

Keywords

Educational services and products, Marketing, Marketing in the education field, Marketing methods, Regional market of educational services, Subjects and objects of marketing

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